

**MINUTES OF THE ARIZONA GEOGRAPHIC
INFORMATION COUNCIL OUTREACH COMMITTEE –
SOCIAL MEDIA WORKGROUP**

DRAFT

A Public meeting of the Arizona Geographic Information Council (AGIC) was convened on Tuesday, July 11 at 1PM via Google Meets only due to COVID-19 health precautions. Present at the meeting were the following members or designees of the AGIC SMWG:

Table 1: Committee Voting Members

Member	Agency/Company	In Attendance
Aparna Thatte, Chair	Self	Yes, phone
Jenna Leveille	ASLD	No, with notice
Kasey Green	ASLD	Yes, phone
Cheryl Thurman	TerraSystems Southwest	Yes, phone
Mariah Modson	ASLD	Yes, phone
Brandon Barnett	Republic Services	Yes, phone

The Committee discussed and acted on the following items:

I. Establish a quorum, call to order, & introductions

Quorum was established and the meeting was called to order at 1:03PM. Introductions were made with no additional comments.

II. Approve June meeting minutes.

Cheryl Thurman motioned to approve June meeting minutes; Mariah Modson seconded. Vote to approve minutes passed unanimously with no discussion.

III. Review recent SM activity

Brandon Barnett reviewed the analytics of AGIC's social media outlets (included at the end of the minutes). Steady increase in analytics shown across all social medias.

IV. Geospatial Highlight of the month – decide future highlights/ Schedule and approve content of standard and holiday posts.

July's Geospatial Spotlight was proposed to be Tucson Parks and Rec for Parks and Rec Month.

July's Holidays are Independence Day, Parks and Rec Month, Space Exploration Day, Buffalo Soldier Day, Moon Day, Capture the Sunset Week, Wildland Fire Remembrance Week, Kitten Day, Pioneers Day.

August's Geospatial Spotlight and posts will be focused around the

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Symposium and the SAG awards.

Holidays included in August will include Coast Guard Birthday, Aviation Week, Back to School, the Mentorship Program, AGIC Turning 30, and the symposium.

September's Geospatial Spotlight will be between going through the different awards from the Symposium.

Holidays in September are Labor Day, Air Force Birthday, First Day of Fall, and Update Your Resume Month.

- V. AGIC Symposium – Flyers for mentorship program, highlights – keynote, AGIC milestones, Gene Trobia

Flyer created for the socials that are after the daily sessions. Joseph Kerski is the keynote for the symposium, AGIC milestones will be featured during a “30 for 30” series on social media leading up to the symposium and will also have a storymap of the history of GIS in Arizona during the lunch sessions. Gene Trobia montage during the symposium suggested.

- VI. Volunteer Opportunities for Mentees – StoryMaps for Holidays

Monday and Thursdays remain from 6-8. Two StoryMaps are in progress.

- VII. Comments, requests, and items for future agendas and meeting dates. The working group may discuss matters of procedure relative to its meetings. Committee members may also wish to direct staff to study areas of concern and/or place such items on future agendas and to discuss and schedule future meeting dates.

Next meeting is August 8. No additional comments were made.

- VIII. Adjourn

Meeting was adjourned at 1:50 PM.

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Upcoming 2023 Meeting Dates (Monthly)

- January 10
- February 14
- March 14
- April 11
- May 9
- June 13
- July 11
- August 8
- September 12
- October 10
- November 14
- December 12

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Fans or Followers

Whether 'Fans' or 'Followers' are shown, they are interchangeable.

171

fans

Total number of fans

➤ **4** from 167

New fans compared to last month's

01 **f**



02 **t**



03 **i**



04 **in**



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Posts or Tweets

Whether 'Posts' or 'Tweets' are shown, they are interchangeable.

31

posts

Total number of posts

↗ **6 from 25**

This month's posts compared to last month's



Engagements or Interactions

When users Like, Comment, Share, React, Reply, or Retweet

22

engagements

Total number of engagements

↗ **20 from 2**

Engagements this month compared to last month



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YouTube Analytics

Overview of the subscriber, view, and
upload metrics from the Youtube page.

